

## SAP Customer Success Story



**Dade Behring** wanted to fully integrate the design, review, and release-to-manufacturing processes to manage and share up-to-date product information throughout the enterprise. mySAP™ Product Lifecycle Management (mySAP™ PLM) provided the company with a single design-data management system that can be used globally for collaborative product development. **Dade Behring** anticipates that mySAP PLM will enable it to reduce development cycle times and help it gain the number-one position in its marketplace.

## DADE BEHRING

### DADE BEHRING SPEEDS TIME-TO-MARKET WITH mySAP™ PRODUCT LIFECYCLE MANAGEMENT

#### PERFECT SERVICE: THE KEY TO SUCCESS

Dade Behring, a U.S.\$1.2 billion company employing 6,000 people, is focused on enhancing people's lives by being the most responsive provider of quality diagnostic products and services to its customers. The company's diagnostic instruments, reagents, and consumables are used in more than 24,000 clinical chemistry laboratories around the world, providing a window through which clinicians assess the health status of individuals and decide on the most appropriate therapeutic care.

Product development is paramount in the medical diagnostic industry. Dade Behring selected mySAP™ Product Lifecycle Management (mySAP™ PLM) to handle its new-product development process more effectively. mySAP PLM provides a dynamic, Web-based environment for managing all phases of the product and asset life cycle.

## DADE BEHRING



“Information access and rapid communication are recognized as key forces for improving your competitive position in today’s marketplace,” says Jeff Taylor, global director of hardware development. “To gain a true competitive advantage, Dade Behring’s goals were to fully integrate the design, review, and release-to-manufacturing processes, while simultaneously managing and sharing up-to-date product information throughout the enterprise.

“We needed a system that would unite the different functional disciplines early in the development cycle, that would insure appropriate reuse of standard design components, and that would facilitate the launch of higher-quality products faster and at a lower cost.”

Dade Behring is clear on mySAP PLM benefits.

“We now have a single design-data management system that can be used on a global basis for collaborative product development,” Taylor says. “We anticipate that mySAP PLM will enable us to reduce cycle times by as much as 25% and help us gain the number-one position in our marketplace.”

## **IMPROVED FLOW OF INFORMATION**

Dade Behring focused the first phase of the implementation on document management, including a rollout of the existing

mySAP PLM integration with the company’s Unigraphics CAD application. Phase two, now underway, includes implementation of material masters, bill of materials (BOM), and electronic change order management. Dade Behring is currently running mySAP PLM for 100 users at 2 development centers – one in Germany, and one in North America – to manage all document creation, review, and release processes for new product development. Use of the software

will be expanded to its manufacturing and service centers in North America and Europe.

“mySAP PLM enables us to manage a high volume of interrelated changes, ensures constant communication of change information among associated users, and allows review tasks to be performed in parallel,” Taylor says. “This means we can ensure continual knowledge of, and access to, the latest available information, helping to identify and resolve development issues and conflicts more easily and shorten design review and release cycles. We can also uncover bottlenecks and inefficiencies in our development process, which helps to drive continuous improvement in the process.”

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**Jeff Taylor, Global Director of Hardware Development,  
Dade Behring**

mySAP PLM provides that functionality within a single, integrated solution.

“We wanted a solution with robust out-of-the-box functionality that we could configure without a lot of programming. That is one of the reasons that steered us to mySAP PLM,” Taylor says. “mySAP PLM can be quickly configured and changed based on changes in business needs. It can be configured out of the box simply by turning features on and off, versus having to write custom programs to accomplish the functionality.”

#### **RAPID TIME TO BENEFIT AND RESULTS**

Quick configuration and rapid implementation allow Dade Behring to deliver benefits faster.

“We justified the investment in mySAP PLM based on resource savings, elimination of administrative paperwork, and improved design configuration control,” Taylor says. “We have achieved all these objectives. No one is trying to keep track of where documents are in the product development process. This is automatically managed by the system. When people know where things are, they can concurrently review, provide feedback, and collaborate on development projects and keep their attention on design optimization. We now have people in the manufacturing organization who are completely aware of the status of design and development and are helping to get things released on schedule.

“With mySAP PLM, engineers can now focus strictly on product development.

“We used to dedicate one experienced designer to administration for every three designers doing design and development. Now all designers are performing design and development work,” Taylor says. “As the complexity of our projects grows, and we continue to add people, we are not adding anyone to administer the system. In fact, with mySAP PLM, our administrative burden has gone down.”

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